

INVOICE



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

McLaughlin & Associates
Attention: Accounts Payable
566 S. Route 303
Blauvelt, NY 10913

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
941388-1	08/19/12	August 2012	07/30/12 - 08/14/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Florida Federation for Child	FL FED FOR CHILDREN	

Flight Dates	Order #	Alt Order #
08/11/12 - 08/14/12	941388	06270766

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/13/12	08/14/12	WPBF News 25 Mornings	6-7AM	MT-----	:30	2	\$450.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MT-----	2	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/13/12	6:11 AM	WPBF News 25 Mornings	6-7AM	:30	FFCTV-12-002	\$450.00 NM
2	WPBF	Tu	08/14/12	6:14 AM	WPBF News 25 Mornings	6-7AM	:30	FFCTV-12-002	\$450.00 NM
2	08/13/12	08/14/12	Good Morning America	7-9AM	MT-----	:30	2	\$525.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MT-----	2	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/13/12	8:59 AM	Good Morning America	7-9AM	:30	FFCTV-12-002	\$525.00 NM
2	WPBF	Tu	08/14/12	7:55 AM	Good Morning America	7-9AM	:30	FFCTV-12-002	\$525.00 NM
3	08/13/12	08/14/12	Dr. Oz M-F 9-10a	9-10a	MT-----	:30	2	\$275.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MT-----	2	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	08/13/12	9:36 AM	Dr. Oz M-F 9-10a	9-10a	:30	FFCTV-12-002	\$275.00 NM
1	WPBF	Tu	08/14/12	9:15 AM	Dr. Oz M-F 9-10a	9-10a	:30	FFCTV-12-002	\$275.00 NM
4	08/13/12	08/14/12	The View	11A-12PM	MT-----	:30	2	\$750.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MT-----	2	\$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	M	08/13/12	10:59 AM	The View	11A-12PM	:30	FFCTV-12-002	\$750.00 NM
1	WPBF	Tu	08/14/12	10:58 AM	The View	11A-12PM	:30	FFCTV-12-002	\$750.00 NM
5	08/13/12	08/14/12	WPBF News 25 @ Noon	12pm-1230pm	MT-----	:30	2	\$325.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	MT-----	2	\$325.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/13/12	12:09 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	FFCTV-12-002	\$325.00 NM
2	WPBF	Tu	08/14/12	12:23 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	FFCTV-12-002	\$325.00 NM
6	08/13/12	08/13/12	THE CHEW	1P-2P	1-----	:30	1	\$275.00	NM

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941388-1	08/19/12	August 2012	07/30/12 - 08/14/12
Advertiser	Product	Estimate Number	
Florida Federation for Child	FL FED FOR CHILDREN		

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/13/12	08/19/12	1-----				1	\$275.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF M		08/13/12	12:59 PM	THE CHEW	1P-2P	:30	FFCTV-12-002	\$275.00	NM
7	08/13/12	08/13/12	Dr. Oz	4-5p	1-----	:30	1	\$525.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/13/12	08/19/12	1-----				1	\$525.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF M		08/13/12	4:33 PM	Dr. Oz	4-5p	:30	FFCTV-12-002	\$525.00	NM
8	08/13/12	08/13/12	WPBF News 25 @ 6:00P	6-6:30PM	1-----	:30	1	\$700.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/13/12	08/19/12	1-----				1	\$700.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF M		08/13/12	6:12 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	FFCTV-12-002	\$700.00	NM
9	08/13/12	08/13/12	Wheel Of Fortune	7-7:30PM	1-----	:30	1	\$1,500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/13/12	08/19/12	1-----				1	\$1,500.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF M		08/13/12	7:06 PM	Wheel Of Fortune	7-7:30PM	:30	FFCTV-12-002	\$1,500.00	NM
10	08/13/12	08/13/12	Jeopardy	7:30-8PM	1-----	:30	1	\$1,700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/13/12	08/19/12	1-----				1	\$1,700.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF M		08/13/12	7:41 PM	Jeopardy	7:30-8PM	:30	FFCTV-12-002	\$1,700.00	NM
11	08/13/12	08/13/12	M-SUN WPBF News 25 @ 11-11:35PM		1-----	:30	1	\$875.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/13/12	08/19/12	1-----				1	\$875.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF M		08/13/12	11:29 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	FFCTV-12-002	\$875.00	NM
12	08/11/12	08/11/12	Sat 6-7am News	Sat 6-7am	-----1-	:30	1	\$175.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/06/12	08/12/12	-----1-				1	\$175.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Sa		08/11/12	6:09 AM	Sat 6-7am News	Sat 6-7am	:30	FFCTV-12-002	\$175.00	NM
13	08/11/12	08/11/12	Sat 8-9am News	Sat 8-9am	-----1-	:30	1	\$375.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/06/12	08/12/12	-----1-				1	\$375.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Sa		08/11/12	8:08 AM	Sat 8-9am News	Sat 8-9am	:30	FFCTV-12-002	\$375.00	NM
14	08/11/12	08/11/12	Sat 630pm News	630-7pm	-----1-	:30	1	\$325.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	08/06/12	08/12/12	-----1-				1	\$325.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Sa		08/11/12	6:58 PM	Sat 630pm News	630-7pm	:30	FFCTV-12-002	\$325.00	NM

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Advertiser	Product	Estimate Number
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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
15	08/12/12	08/12/12	Sun 630pm News	630-7pm	-----1	:30	1	\$325.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	-----1	1	\$325.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	08/12/12	6:29 PM	Sun 630pm News	630-7pm	:30	FFCTV-12-002	\$325.00 NM
16	08/13/12	08/13/12	GOOD AFTERNOON AM2-3p		M-----	:30	1	\$400.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/13/12	08/19/12	M-----	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/13/12	2:59 PM	GOOD AFTERNOON AMERICA 2-3p		:30	FFCTV-12-002	\$400.00 NM
17	08/12/12	08/12/12	Sun 5-6am News	Sun 5-6am	-----S	:30	1	\$50.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	-----S	1	\$50.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	08/12/12	5:39 AM	Sun 5-6am News	Sun 5-6am	:30	FFCTV-12-002	\$50.00 NM
<u>Total Spots</u>							22		

Payment Terms 30 Days

<u>Gross Total</u>	\$11,875.00
<u>Agency Commission</u>	\$1,781.25
<u>Net Amount Due</u>	\$10,093.75